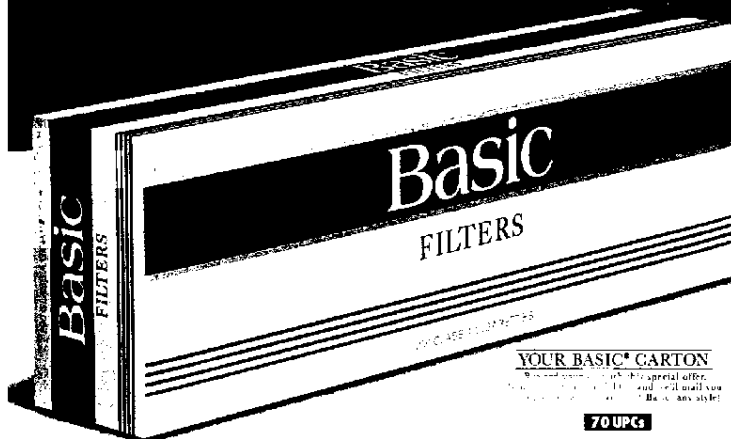


Here's Your Basic® Reminder notepad. Use it as a reminder of important things - like trying the great taste of Basic cigarettes with the coupons below. And don't forget that you only have until July 31, 1997, to order a free carton coupon for Basic cigarettes, the Basic Cooler Table and Basic Hardware Store.

So give Basic cigarettes a try, we're sure you'll enjoy the great taste.

Remember
to reply
by July 31st!

YOUR Basic® REMINDER



YOUR BASIC® CARTON

Win and receive a free 100's Basic® special offer. Send in your coupon today and we'll mail you a free 100's Basic® Basic® Any style!

70 UPCs

YOUR BASIC® HARDWARE STORE

Two knife blades, corkscrew, saw, screw and file, bottle & can opener, plus more. It's just the item to carry when you want to Keep it Basic.

100 UPCs



YOUR BASIC® COOLER TABLE

It's the Basic® of tables. Made in the USA. Much more than just a table. Much more than just a cooler. Much more than just a table and cooler. Much more than just a table and cooler. Much more than just a table and cooler.

150 UPCs

MANUFACTURER'S COUPON EXPIRES AUGUST 15, 1997

**BUY 2 PACKS
GET 1 FREE**

Buy two packs get one free pack of Basic.



MANUFACTURER'S COUPON EXPIRES AUGUST 31, 1997

**BUY 3 PACKS
GET 2 FREE**

Buy three packs get two free packs of Basic.



MANUFACTURER'S COUPON EXPIRES SEPTEMBER 15, 1997

\$1.50 OFF
CARTON OR 5 PACKS

Get \$1.50 off a carton or five packs of Basic.



MANUFACTURER'S COUPON EXPIRES SEPTEMBER 30, 1997

\$1.50 OFF
CARTON OR 5 PACKS

Get \$1.50 off a carton or five packs of Basic.



\$1.50 OFF CARTON OR 5 PACKS \$1.50 OFF CARTON OR 5 PACKS

Consumer Limit: One coupon per purchase. Not to be transferred, sold or reproduced. No cash value. Good only in the U.S.A. Consumer pays any sales tax for product purchased.

Retailer: Philip Morris will reimburse you the face value of this coupon plus handling and shipping charges. To receive reimbursement, you must submit this coupon to the nearest Philip Morris retailer showing purchases of sufficient stock to cover all coupons must be submitted. Retailer must submit this coupon to the nearest Philip Morris retailer showing purchases of sufficient stock to cover all coupons must be submitted. Retailer must submit this coupon to the nearest Philip Morris retailer showing purchases of sufficient stock to cover all coupons must be submitted.

VOID

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BUY 2 PACKS GET 1 FREE

Consumer Limit: One coupon per purchase. Not to be transferred, sold or reproduced. No cash value. Good only in the U.S.A. Consumer pays any sales tax for product purchased.

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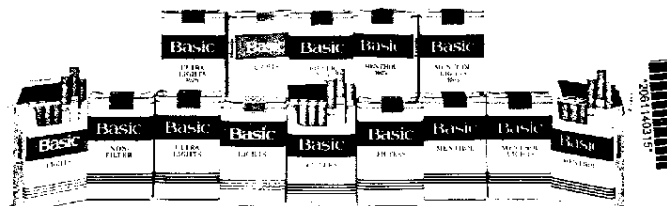
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BUY 3 PACKS GET 2 FREE

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Ultra Lights: 6 mg "tar," 0.5 mg nicotine—Lights: 11 mg "tar," 0.8 mg nicotine—Full Flavor: 16 mg "tar," 1.0 mg nicotine—Non-Filter: 24 mg "tar," 1.5 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

YOUR Basic ORDER FORM

1. Fill out this order form completely. Offer expires and orders must be received by 7/31/97.

2. Please print name, address, and phone number. You must include your zip code.

3. In a separate envelope, attach the completed order form and the required Basic card (if you have one) to the back of this form.

4. Mail to: Basic Card, P.O. Box 8700, Dover, DE 19905-8700.

5. Limit 1 of each item per person for the duration of the promotion.

6. Send check or money order for shipping and handling payable to: Philip Morris Inc., P.O. Box 8700, Dover, DE 19905-8700.

7. Please keep this form for your records. It may be required for proof of purchase.

8. Use credit to determine shipping/handling fees.

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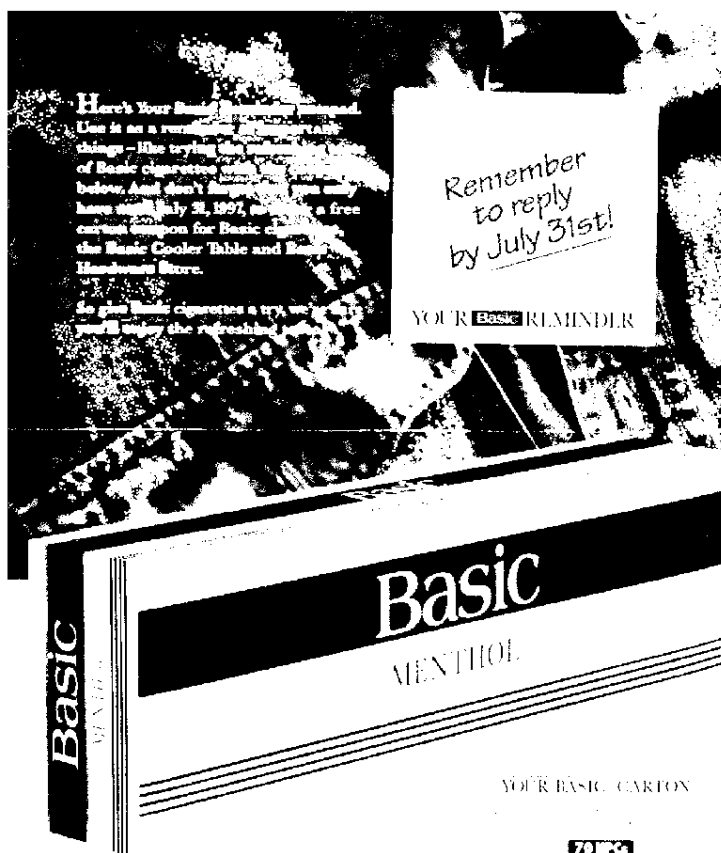
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Keep it Basic

Basic FILTERS

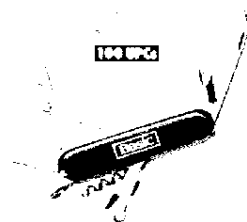
Special Offers Inside. Available Only Until July 31st!



YOUR BASIC CARTON

70 mg

YOUR BASIC HARDWARE STORE



YOUR BASIC COOLER TABLE

150 mg

**BUY 2 PACKS
GET 1 FREE**

Buy two packs get one free pack of Basic.



**BUY 3 PACKS
GET 2 FREE**

Buy three packs get two free packs of Basic.



\$1.50 OFF

CARTON OR 5 PACKS
Get \$1.50 off a carton or five packs of Basic.



\$1.50 OFF

CARTON OR 5 PACKS
Get \$1.50 off a carton or five packs of Basic.



\$1.50 OFF CARTON OR 5 PACKS \$1.50 OFF CARTON OR 5 PACKS

Consumer: Limit - one coupon per purchase. Not to be transferred, sold or reproduced. No facsimile accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of the retailer. Offer good only in U.S.A. Consumer pays any sales tax.

Retailer: Philip Morris will reimburse you the face value of this coupon plus its handling and postage provided you and the consumer have complied with the terms herein. Void when submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed or restricted. Cash value 15¢. Redeem by mailing to: Philip Morris U.S.A., CMS Dept. 426202, 1 Forest Drive, Del Rio, Texas 78840.



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BUY 2 PACKS GET 1 FREE

Consumer: Limit - one coupon per purchase. Not to be transferred, sold or reproduced. No facsimile accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of the retailer. Offer good only in U.S.A. Consumer pays any sales tax for product purchased.

Retailer: Philip Morris will reimburse you your normal retail price including sales tax for any two product plus its handling and postage provided you and the consumer have complied with the terms herein. Void when submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed or restricted. Cash value 15¢. Redeem by mailing to: Philip Morris U.S.A., CMS Dept. 426202, 1 Forest Drive, Del Rio, Texas 78840.

By normal retail price per pack, including sales tax, is \$ _____.



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Consumer: Limit - one coupon per purchase. Not to be transferred, sold or reproduced. No facsimile accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of the retailer. Offer good only in U.S.A. Consumer pays any sales tax.

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BUY 3 PACKS GET 2 FREE

Consumer: Limit - one coupon per purchase. Not to be transferred, sold or reproduced. No facsimile accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of the retailer. Offer good only in U.S.A. Consumer pays any sales tax for product purchased.

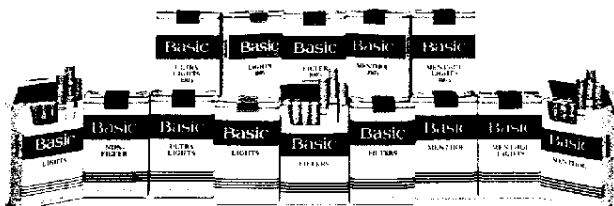
Retailer: Philip Morris will reimburse you your normal retail price including sales tax for any three product plus its handling and postage provided you and the consumer have complied with the terms herein. Void when submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed or restricted. Cash value 15¢. Redeem by mailing to: Philip Morris U.S.A., CMS Dept. 426202, 1 Forest Drive, Del Rio, Texas 78840.

By normal retail price per pack, including sales tax, is \$ _____.



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Ultra Lights: 6 mg "tar," 0.5 mg nicotine—Lights: 11 mg "tar," 0.8 mg nicotine—Full Flavor: 16 mg "tar," 1.0 mg nicotine—Non-Filter: 24 mg "tar," 1.5 mg nicotine av. per cigarette by FTC method.



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SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

By participating in this offer you are certifying that you are at least 21 years of age or older, and I am able and willing to receive cigarette coupons and branded cigarette packs in the mail, subject to applicable federal and state laws. Offer will be rejected if signature and date of birth are not provided.

Signature (print): _____

Date of Birth (Month/Day/Year): _____

Address (Street, City, State, Zip): _____

Best Time To Call: _____

Offer limited to smokers 21 years of age or older. Coupon good only in U.S.A. Offer void where prohibited, taxed or restricted. Cash value 15¢. Redeem by mailing to: Philip Morris U.S.A., CMS Dept. 426202, 1 Forest Drive, Del Rio, Texas 78840.

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 1234 Main Street
 Anytown, USA 12345-6789

Philip Morris Inc. 1997

1. Fill out this form completely. Offer expires and order(s) must be received by 7/31/97.

2. Print your name, address, and city, state, and zip code on the back of the coupon. Your name and address must be legible.

3. Check the box for the type of coupon you want to receive.

4. Check the box for the type of product you want to receive.

5. Check the box for the type of product you want to receive.

6. Check the box for the type of product you want to receive.

7. Check the box for the type of product you want to receive.

8. Check the box for the type of product you want to receive.

9. Check the box for the type of product you want to receive.

10. Check the box for the type of product you want to receive.

YOUR ORDER FORM

Keep it Basic

Basic

MENTHOL

Special Offers Inside. Available Only Until July 31st!

Basic offers shown inside limited to smokers. *Valid only in U.S. only.

Remember
to order
your items
by July 31st!

04320C2

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16 mg "tar," 1.0 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking
By Pregnant Women May Result in Fetal
Injury, Premature Birth, And Low Birth Weight.



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Basic

PO BOX 4126, SCHAUMBURG, IL 60168-4126

Bulk Rate

U.S. Postage

PAID

Permit No. 294

Franklin Park, IL

DM120-C2

BASIC JUNE 1997

W53683

COUPON/ORDER FORM

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Sample A. Sample

1234 Main Street

Anytown, USA 12345-6789



Open to find
a noteworthy
gift and
great savings!



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